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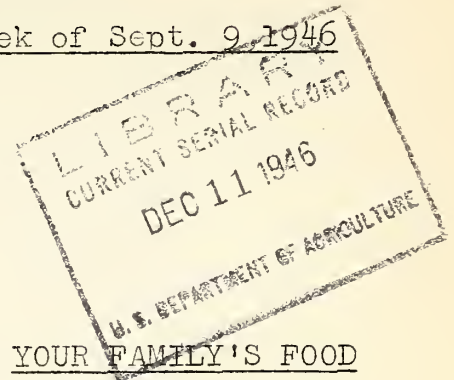
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UNITED STATES DEPARTMENT OF AGRICULTURE  
✓ PRODUCTION AND MARKETING ADMINISTRATION  
INFORMATION SERVICE  
150 Broadway  
New York, 7, New York

✓ Y O U R      F A M I L Y ' S      F O O D

For the Week of Sept. 9, 1946

(Topics of the Week:  
Latest Farming News  
Four "Vitals"  
Sweet Potatoes  
Apples  
Plentifuls



ANNOUNCER:

Once again it's time for YOUR FAMILY'S FOOD  
...a program designed to keep you informed  
on developments in the local, national and  
global food situation. These broadcasts  
are brought to you by Station \_\_\_\_\_,  
in cooperation with the United States De-  
partment of Agriculture. Today, we'll hear  
from \_\_\_\_\_, of the USDA's  
Production & Marketing office in \_\_\_\_\_.  
What have you on the docket today, \_\_\_\_\_?

PMA:

How does this sound to you, \_\_\_\_\_: "A  
slight increase in world food supplies can be  
expected for the 1946-47 consumption year"  
....which means the period from now through  
the end of next July.

ANNOUNCER:

Sounds wonderful. Do you mean the food  
emergency is over?



PMA: Definitely not. The level of food supplies in the world for the next year still will be considerably below the prewar average. Incidentally, those two statements are from the fourth of a series of surveys of world food prospects prepared by the Agriculture Department's Office of Foreign Agricultural Relations, for the President's Famine Emergency Committee.

ANNOUNCER: But I gather that the situation is on the upgrade, at least.....

PMA: Yes...food production prospects are generally good throughout the world. But unfortunately not quite good enough.

ANNOUNCER: I understood that with the current harvest season much of the famine situation would be relieved.

PMA: And that's true, temporarily. In fact, the Famine Emergency Committee describes itself as being in a "stand by" position...a period of waiting to see just how serious the hunger situation may become next winter. Sort of a "breathing spell between rounds."

ANNOUNCER: When does the next "round" start, \_\_\_\_\_?

PMA: Probably in December. Chester C. Davis, Chairman of the Famine Committee, says that food problems in the world are still urgent, and that they may become acute "as early as next December."



ANNOUNCER: Then I take it that we can't relax too much?

PMA: No, indeed. There is absolutely no grounds for assuming that we can let down now. Four things are still vital: first, the production and preservation of food; secondly, the increased use of abundant foods; third, the re-use of edible fats and the salvage of used fats; and finally, the avoidance of all food waste.

ANNOUNCER: I know you've reported recently that the crop outlook here in the United States is very good, but how about other countries? Are they staging a production come-back?

PMA: Yes, many of them are. For instance, among the greatest increases in production are those in Southern and Western Europe and French North Africa, with substantial increases expected in the Philippines and Japan. And it looks as if production in India and China during the coming year will exceed that of last year.

ANNOUNCER: What crops are those, principally?

PMA: These increases in food output will be mainly in wheat, sugar, potatoes, and fish. But remember, that in these items, too, there will be a gap between production and needs.





ANNOUNCER: I suppose one thing holding up production, especially in Europe, is the fact that some of the farm land hasn't yet recovered from its role as a battlefield.

PMA: Yes...although the fact is that in Europe, acreage was always limited. Mrs. Dean Dodderidge of the Production & Marketing Administration has just returned from Europe, after attending the conference of the Associated Country Women of the World...and she says that people of England, France, Belgium, and The Netherlands are working long hours in an effort to raise enough food. They're cultivating every usable plot of land, but even so, the area is too limited to produce enough for the large population. Mrs. Dodderidge adds that these countries will be dependent on imported cereals, meat, milk, and eggs this winter.

ANNOUNCER: But to apply all this to family food in America ...what does it mean for us?

PMA: Here's one example of how we'll benefit. As you probably know, the Department of Agriculture has lifted the restriction which required millers to extract 80 percent of wheat flour.

ANNOUNCER: You mean the familiar white flour and cake flour will be back on the market?



PMA: Yes, very shortly. The restriction was lifted September first, because of the billion-bushel wheat crop being harvested. I would like to warn housewives, though, that it may be another two or three weeks before cake and white flour reach retail stores, perhaps longer before they can get all they want.

ANNOUNCER: Have all restrictions been lifted on the use of wheat?

PMA: No, they haven't. Our wheat supply still has a big job to do. Limitations on the quantity of flour which may be produced for domestic distribution, and restrictions on the use of wheat for other food and non-food purposes, are being continued. These will help to assure supplies for export and a reasonable reserve for carry-over into the 1947-48 year.

ANNOUNCER: Seems to me you told us once before what those limitations were, but perhaps you could repeat them.

PMA: All right. The Chief restriction of interest to housewives is that millers may produce only 85 percent of the flour they manufactured for domestic use on a monthly average in 1945. Similar restrictions apply to cereal manufacturers who also <sup>may</sup> process only 85 percent of the flour they manufactured for domestic use in 1945.



ANNOUNCER: Now let's see...when you began our little discussion, you said that four things were still vitally important in the world food picture. First was production and preservation of food, which I think we've covered pretty well.

PMA: We've discussed the production picture pretty much. On the preservation of food, I'd like to remind our listeners that they can still realize millions of dollars in food savings.

ANNOUNCER: I believe the appropriate remark at this point is: that ain't hay.

PMA: No, but it is a lot of peaches, tomatoes, apples, and other valuable foodstuffs from gardens and orchards, put up by thrifty housewives. Paul Stark, Director of the National Garden Program, points out that nearly all fresh fruits and vegetables are lower in price than last year, while crops are higher. So that everyone who preserves some of this bounty will get triple benefit --- in lower food costs, a dependable home food supply, and the satisfaction of helping the national and world food situation.

ANNOUNCER: Now how about the second point you mentioned earlier...increased use of abundant foods?



PMA: That speaks for itself. I think most housewives do tend to use the more abundant foods, because they're usually less expensive than the items that are scarce. And, of course, by using the abundant foods, you save an equal quantity of less abundant foods. Incidentally, a little later, I'll have the list of plentiful foods in this area for this week.

ANNOUNCER: I was going to get around to that, but you beat me to it. I think your third item was the re-use of edible fats and salvage of used fats.

PMA: That's right. You know, the fats and oils shortage continues to be world-wide. One of the biggest users of fats and oils is the soap industry. The one way we can be certain of getting enough soap is to keep and sell all waste fats, after they've been used to best advantage. In this connection, I wonder if many housewives aren't overlooking a valuable source of fats?

ANNOUNCER: Well, I don't know...but if you have some new method, let's hear it.

PMA: This is by no means new. But fats rendered in the kitchen are excellent for cooking.

ANNOUNCER: But isn't rendering a little too complicated and difficult for the average housewife?





PMA: Not at all. The USDA's cooking experts suggest a very easy method. Simply trim the fat from either cooked or uncooked meat, cut it into small pieces or put it through the meat grinder. Then melt it in a double boiler, or in a pan set over hot water. Strain it through a cloth into a can or jar and store it in a cold place. You'll have bits of crisp fat left over, which are called cracklings. These are delicious mixed into muffin or biscuit batter before baking.

ANNOUNCER: There doesn't seem to be much that's complicated about that.

PMA: Of course not. But it really is important to keep rendered fat cold...in fact, this applies to any meat drippings saved for use in cooking. Homemade fats will spoil more quickly than the commercial shortenings, so they shouldn't be left around a hot kitchen.

ANNOUNCER: What about waste fats?

PMA: Even waste fats awaiting a salvage trip to the butcher should be kept cold, since this helps preserve the glycerine content. And remember to turn in every bit of waste fat possible.

ANNOUNCER: Now how about your fourth point? I believe you called it "avoidance of all food waste."



PMA: Yes...and that might be called a summary of our job in the world famine campaign. It means simply being constantly on the alert to avoid throwing out odds and ends of food...a detail which we Americans have been careless about for years.

ANNOUNCER: I agree with you there. I know/<sup>it</sup>seems as if two or three slices of bread are always left from the old loaf when a new one is opened. Then everyone wants to eat the fresh bread.

PMA: That's very true. Then there's always a couple of potatoes left after a meal, for some strange reason. Most housewives put them in the refrigerator, and then quite often forget them until they get dried out and eventually thrown out.

ANNOUNCER: It will require constant thought by everyone to avoid those small but wasteful habits.

PMA: Yes...but they can be, and are being avoided.

ANNOUNCER: I think it's time now to go back to the use of abundant foods, which is another way of helping out the world food shortage. How about the plentiful this week?

PMA: All right. I have a little extra information this week on sweet potatoes, which are among the vegetables in good supply right now on markets



PMA: in this area.  
(continued).

ANNOUNCER: What do you mean --- "extra information?"

PMA: Well, about cured and uncured sweet potatoes,  
for one thing.

ANNOUNCER: Hmmm....just how do you "cure" a potato?

PMA: Sweet potatoes are cured by being stored in a  
warm, humid place. This seals the vegetable,  
and cuts down loss from decay. Properly cured  
"sweets" will keep for months.

ANNOUNCER: Then maybe this would be the time to lay in a  
supply.

PMA: That's just what you should not do now, though.  
You see, the curing is done later, as a winter  
measure. The sweet potatoes on the markets now  
are uncured...that is, marketed just as they  
come from the field. Accordingly, they're fairly  
perishable and should be used immediately...  
that is, within two or three weeks.

ANNOUNCER: When do we get the cured sweets?

PMA: Not until after November first. But meantime,  
cured or uncured, sweet potatoes are a source  
of carotene, which means vitamin A. They also  
contain vitamin C, some of the B vitamins,  
and some iron and sugar. Sweet potatoes are  
an economical energy food.



ANNOUNCER: What else have we on the plentiful list this week?

PMA: Good old fall apples are rolling in, and will be a help in adding variety to fall meals.

ANNOUNCER: Ah, apple pies and applesauce.

PMA: Yes, those are two fine items on anyone's bill of fare. But don't limit the apple to those. There are some delicious dishes which call for apples with sweet potatoes, too. Also, apples with cabbage...or, how about fried apples with onions or carrots, both of which are on the plentiful market list this week. Then, fried apples with bacon or salt pork is a classic favorite. And, of course, raw apples in salads are practically a "must".

ANNOUNCER: Let's see...sweet potatoes, apples, onions, and carrots. You've made a good start on the list of plentiful foods. What else have you?

PMA: Well, in addition to those, there are peaches and melons in good supply. Also plentiful are white potatoes, peppers, beets, and corn. And, of course, tomatoes continue fairly plentiful in most places.

ANNOUNCER: Thank you, \_\_\_\_\_, for coming in here today with those interesting sidelights on YOUR FAMILY'S FOOD. Friends, you've been listening to \_\_\_\_\_ of the \_\_\_\_\_ office of the Production & Marketing Administration, U.S. Dept. of Agriculture.

